



Intäkter

Bilaga2

	BUDGET 2019	PROGNOS 2019	BUDGET 2020	SKILLNAD BUDGET 2019 OCH BUDGET 2020	SKILLNAD PROGNO S 2019 OCH BUDGET 2020
1000					
Total Fundraising and Other	148 747 001	143 440 187	142 079 115	-6 667 886	-1 361 072
1050					
Total Fundraising	148 221 573	142 928 187	141 672 115	-6 549 458	-1 256 072
1100					
Total Donor Acquisition	5 951 493	4 449 830	6 656 924	705 431	2 207 094
1200					
Total Donor Acquisition: cold recruitment	5 699 633	4 439 870	5 971 924	272 291	1 532 054
1300					
Total Donor Acquisition: warm recruitment	251 860	9 960	685 000	433 140	675 040
1400					
Total Donor Continuing	101 986 849	101 024 035	105 229 476	3 242 627	4 205 441
1500					
Total Other Fundraising	40 283 231	37 454 322	29 785 715	-10 497 516	-7 668 607
1650					
Total Merchandise and other	525 428	511 999	407 000	-118 428	-104 999
Summa Intäkter	148 747 001	143 440 187	142 079 115	-6 667 886	-1 361 072